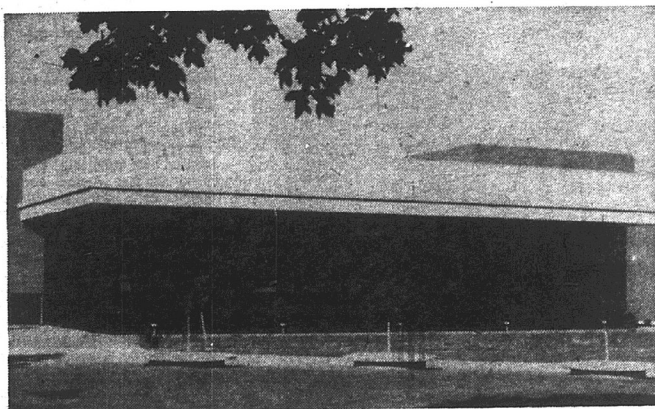


Granite City Press-Record

SIU-SW SECTION

THURSDAY, JUNE 1, 1967

12 Pages



OBJECT OF DEDICATION at June 5 ceremonies is the new SIU-SW Communications Building which holds out the promise of expanded training in the communications field—a Department of Journalism, radio and television production and instruction in advertising, all of which, until now, a Southwestern campus shortcoming.

John Hightower Famous as AP Newsmen

John M. Hightower of the Associated Press, principal speaker at next Monday's program dedicating the SIU-SW Communications Building is considered among the world's most outstanding figures in his field of national and international reporting and interpretation of world news events.

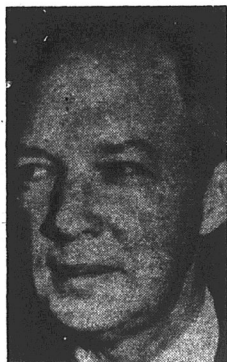
Hightower has been assigned to the State Department as AP diplomatic reporter for almost a quarter-century and is a familiar figure not only in Washington, but at important diplomatic conferences throughout the world.

He is scheduled to make two appearances on the dedication program, the first at a 3:30 p.m. news conference in the Communications Building to which the metropolitan area's news media will be invited. His second appearance will be as principal speaker after a banquet, to be held in the University Center to terminate the day's dedication activities Monday night. The address will be given in the Communications Building.

Although most of Hightower's stories carry a Washington dateline, he writes from Berlin, Moscow, Tokyo, Paris, Geneva, Vienna, Manila, London or any other capital of the world where high-level diplomatic action takes place.

He carries the title AP special correspondent which has been given only to five men in the long history of the Associated Press.

Hightower holds a Pulitzer Prize for international reporting awarded in 1951. That year he made a clean sweep of major



JOHN HIGHTOWER

journalistic awards, including the Raymond Clapper Award and the Sigma Delta Chi Distinguished Service Award for Washington correspondence.

So complete is his knowledge of international affairs that he frequently is called upon to follow an important international development with a lengthy interpretive story explaining the effects of the move. Since world newsbreaks occur around the clock, more than once Hightower has been awakened to dictate his interpretive over a bedside telephone.

He is noted for his calm under pressure and the word around the nation's capital is that no one can tell whether Hightower is dictating a hot bulletin over

the phone or just chatting with a friend.

Hightower was born Sept. 19, 1909 at Coal Creek, Tenn., and attended the University of Tennessee. He began his news career on the Knoxville Sentinel, joining the Associated Press in 1933 at Nashville.

Later, as state news editor, he drew the attention of AP executives when he covered the activities of Tennessee delegations at national political conventions. In 1937 he was transferred to Washington.

Years later, in writing about his injection into the Washington scene, Hightower said:

"Once I was here it did not take me long to realize that I had arrived at a place where a reporter could be happy and occupied for a long time if he was interested in what was happening in the world."

"This initial impression was confirmed by everything that occurred afterward—the 1940 third-term issue, the onset of war, Pearl Harbor, the A-bomb, the United Nations, the Cold War and all that happened in the years that followed."

In his early years in Washington Hightower was assigned to the Navy Department coverage.

In 1943 he was assigned to cover the meeting at Quebec between President Roosevelt and Prime Minister Churchill. This was followed by a long list of foreign assignments until 1944 when he was named diplomatic reporter assigned to the State Department. He has reported the activities there under eight secretaries of state.

SIU-SW Dedication of New Communications Building is Set Monday

Southern Illinois University's Southwestern campus will dedicate its new \$3.5 million Communications Building next Monday with an afternoon and evening program emphasizing the mounting need of expanded training in the communications field.

John M. Hightower, Associated Press diplomatic reporter at Washington for almost a quarter-century and one of only five men to carry the title of "special correspondent" in the long history of the wire service, will be the principal speaker.

Other features of the dedication program will be a noon luncheon, a panel discussion from 2 to 3:15 p.m. and a press conference with Hightower which is scheduled to begin at 3:30 p.m. Representatives of the news media from throughout the metropolitan area will be guests at the events and participate in panel discussions and the news conference.

Communications Workshop Program

12 Noon—Luncheon, University Center; Speaker, SIU President Delyte W. Morris

2 to 3:15 p.m.—Panel discussion, "The University and the News Media," Communications Building theater. Panelists: Carl Baldwin, St. Louis Post-Dispatch; Max Roby, KMOX-TV; Paul Cousley, editor-publisher Alton Evening Telegraph; Robert Hillard, Fleishman-Hillard, Inc., public relations agency; A. J. Mueller, general manager Granite City Press-Record.

3:30 to 4:30 p.m.—Press conference with John Hightower, Associated Press diplomatic correspondent, Communications Building Theater.

6:30 p.m.—Dinner, University Center.

7:30 p.m.—Address by John Hightower Communications Building theater.

Panel discussion, press conference and address by Hightower open to the public without charge. Program is co-sponsored by SIU-Southwestern campus and the Granite City Press-Record.

Dr. Delyte W. Morris, president of Southern Illinois University, will be the speaker at the noon luncheon session that will open the program. The luncheon will be served in the University Center.

Five on Panel Program

Five representatives of the metropolitan area news media will participate in the panel discussion on the subject of "The University and the Communications Media." These will include Max Roby of KMOX-TV, representing the television news media; Carl Baldwin of the St. Louis Post-Dispatch newsroom, representing the larger metropolitan dailies; Robert Hillard, senior partner of Fleishman-Hillard, Inc., speaking in behalf of the public relations field; Steve Cousley of the Alton Daily Telegraph, representing the daily newspapers, and A. J. Mueller Jr., general manager of the Granite City Press-Record, expressing the weekly and semi-weekly viewpoint.

A question and answer period is planned as a phase of the panel discussion period. University students and high school students from throughout the area who are interested in journalism will be invited to attend the panel discussion and the press conference with Hightower.

The dedication is being jointly sponsored by Southern Illinois University and the Granite City Press-Record to bring the communications media prominently into the program and emphasize the effect the University can have upon the media in this area in the not too distant future.

Hightower will speak in the theater of the new Communications Building at 7:30 p.m. to climax the day-long dedication program. His address will follow a banquet from 6:30 to 7:30 in the University Center. Student workers on the University publications, the supervisors or faculty sponsors of high school papers in 36 area high schools, and a staff member of each of the high school papers, will be guests at the banquet, as will representatives of the communications media from throughout the metropolitan area.

The public has been invited to attend Hightower's appearance and hear his address in the Communications Building. The press conference and panel discussion also will be open to the public in the Communications Building.

New Communications Center Offers Means Of Expanded Training in Journalism

The new Communications Building at Southwestern Campus of Southern Illinois University whose future as a part of the SIU complex offers the greatest hope for addition of a department of journalism and training of tomorrow's editors, newsmen and photographers, actually was completed last fall.

Since that time it has been put to use in gradual phases, but primarily as a center of Fine Arts

activity. Only now has its purpose been fulfilled to the extent that the University Administration is ready to dedicate it as an integral part of the campus, although realization of its full potential as a facility of the SIU-SW program still is in the future.

The Communications Building houses classrooms and rehearsal rooms for the Fine Arts Division faculty and staff, which includes instruction in music, speech,

drama, and art and design. It includes also the offices, studios and control rooms for the Southwestern Campus' expanding broadcasting service, the campus data processing equipment and staff and the Central Telephone exchange equipment and personnel.

Cost \$3.5 Millions

It was constructed at a total

(Continued on Page 2, Col. 1)

Communication is 'Fabric of Society'

By Delyte W. Morris
President SIU

So long as we recognize communication as the fabric of society, any modern university must concern itself with the advancement of knowledge by the application of the spoken and written language to the growing and multiplying problems of twentieth century living.

Southern Illinois University accepts this responsibility with the further obligation of disseminating the fruits of scholarship through such media as public address, the stage, radio, television and the printed page. The pressing need of all our people for greater access to information and for critical evaluation of such information to be gained by participation in the conflict of ideas helps to explain the high priority of the Communications

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Good Communications Vital To Well Being of People

By James D. Nevins

Executive Vice President and Creative Director
Winius-Brandon Company

The new Communications Building on the Edwardsville Campus of Southern Illinois University lacks the most important jewel of its crown—a School of Journalism.

Never before in history have good communications been so vital to the well-being of people and industry. Obviously the years ahead will require not only the continuation of this important activity but, in fact, higher refinement and specialization.

It becomes apparent, therefore, that our centers of learning must prepare for this growing demand by providing basic training for young people who might wish to dedicate themselves to a career in communications—whether it be journalism, advertising, or any other allied field.

While it is true that greater financial remuneration can usually be expected from technological fields than from the practice of journalism, it is also true that the communications field offers the challenges and excitement of accurately recording history and the signs of our times. And, of course, for the talented, the advertising sector of communications offers potential financial rewards as great as any other career.

Some of the greatest men of our era started their careers in journalism and have gone on to international fame and fortune. Winston Churchill was a journalist, as was U. S. President Warren Harding. Very few professions have spawned so many great men as has journalism, and an individual who dedicates his life to the day-to-day recording of history inevitably becomes socially conscious, motivated by an intense desire to right the wrongs of his environment, and to inform and interpret.

It becomes the responsibility of our educational system to provide the incentives and training which will attract high-caliber students to the profession of journalism. Such a school at Edwardsville would be a big stride forward toward replenishing the diminishing supply of dedicated young people for the nation's Fourth Estate.

The advertising industry also needs dedicated and resourceful individuals with sharp creative minds, devoid of chicanery and deceit, to help sell our nation's products and services.

Economics have clearly proved the value of good advertising in our expanding economy and the role it has played in the development and maintenance of good business.

With the additional and more sophisticated means of communications to which the public is exposed, it is clearly evident that the industry needs fresh and imaginative approaches in order to gain acceptability with readers, viewers, and the listening audience.

Southern Illinois University can perform a great public service by developing a School of Journalism on the Edwardsville Campus, and we salute the Granite City Press-Record and its publisher, Mr. C. E. Townsend, for helping to highlight and promote this need.

A central heating-air conditioning plant serves all buildings on the SIU-SW campus.



JAMES NEVINS

Radio, TV Courses To Be Escalated

Andrew Kochman, dean of the Fine Arts Division at SIU-Southwestern, has announced that classroom instruction in radio and television courses will probably parallel the development of Broadcasting Services programs on the Southwestern campus.

Broadcasting Services, which has been allocated 40 per cent of the space in the new Communications Building, plans to initiate its offerings there by providing taped programs for commercial radio stations. Next on the agenda is the establishment of an FM radio station on the campus. This is to be followed by installation of facilities for closed circuit television and application for an educational TV station.

Kochman said he was confident that growth of Broadcasting Services operations on the campus would create the motivation for an academic program to keep pace with it.

Radio and television courses will fall under the Division of Fine Arts and will be conducted

Building Budget For 1967-69 Set At \$33 Million

Southern Illinois University's proposed building budget for the next two years includes \$33,990,000 for construction on the Southwestern Campus.

That figure is part of an overall request for \$102,740,800 in capital improvements at SIU's two campuses during the 1967-69 biennium. The budget will be reviewed by the Illinois Board of Higher Education before being submitted to the legislature.

Last biennium, SIU sought \$10,700,000 for Southwestern Campus projects covering new buildings, remodeling, land acquisition and site and utilities work. That was trimmed to a final appropriation of \$6,740,000.

Money From Bonds

The bulk of funds asked this time at Southwestern (\$28,630,000) would come presumably via the Illinois Building Authority. That agency sells revenue bonds to construct state facilities, then collects rentals to retire the issues. Sources other than general revenue money would cover more than \$5 million of Southwestern's proposed construction budget.

The budget is drawn up in order of priorities, with expansion of the Communications Building at the top of the list. Here is what is being asked for SIU Southwestern.

1. Stage II of the Communications Building. It would include an auditorium with minimum seating for 1,500 and parking facilities. Also included is extending and finishing the basement for research and instructional space in communications. Requested: \$4,425,000; three-fourths through IBA.

2. Completion of the General

by the Division's faculty of speech and theater. Several courses in radio and television news writing and in production are currently on the books.

Definite Opportunities For More Journalism Graduates

By Robert E. Hillard

Senior Partner,
Fleishman-Hillard, Inc.

There is a definite need for well-trained journalism school graduates in the Metropolitan St. Louis area.

In our highly complex, highly competitive society, skill in communications—in using words and the graphic arts to successfully inform or persuade—is increasingly in demand. The total spectrum of journalism is very much a growth field.

In public relations, the trained journalist has a number of advantages.

The larger part of public relations work involves the application of the seat of the pants to the chair in front of a typewriter. The image of the public relations counselor spending most of his time giving sage advice in board rooms or on the martini circuit is generally fictitious.

Usually, the public relations man is not writing to display high erudition. Like a good newspaperman, he seeks a prose style that is both effective and easily understood.

A good newspaperman is a generalist; he must know at least something about a great number of different things. So must the public relations man who serves



ROBERT E. HILLARD

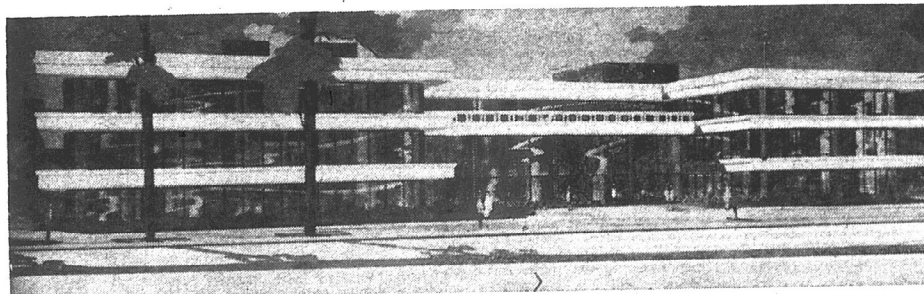
a variety of clients. He jumps from steel making to banking, from writing a speech on modern industrial management to one for a university commencement.

Finally, like a good newspaperman, the public relations counselor must have in depth knowledge of the communities in which his clients are located. If he does not have adequate knowledge in that regard, the journalist-trained person knows how to get it.

This two-state metropolitan area needs a full-scale department or school of journalism. Our young people who seek journalistic training are going out-of-town and out-of-state to obtain it. Too many are staying out when their education is completed.

In addition, with a school of journalism in the area, part-time and summer vacation training programs in public relations departments could be developed for the school's students. At present, very few if any such programs exist in this area.

There are plenty of people looking for jobs in public relations in our area. There are too few with the kind of solid journalism education or newspaper experience that helps to assure success in a public relations career.



CONSTRUCTION OF SIXTH new building at Southern Illinois University, Southwestern campus, got underway a few weeks ago. Costing \$3,500,000, it will house key administrative, student services and busi-

ness offices. The new Offices building will contain 100,000 square feet of floor space and is expected to be ready for occupancy by the end of next year.

Sixth New Building Now Underway at SW Campus

Construction has begun on the sixth major building for Southern Illinois University's Southwestern campus—a three-story, \$3.5 million structure which will house key administrative, student services, and business offices.

Many of the functions to be located in the new building are currently occupying space in former residences on the 2700-acre campus.

The R & R Construction Co. of Alton is the contractor for the

100,000-square-foot General Offices Building, to be built east of the University Center. State funds have also been appropriated for a physical education building, but construction has not been started yet.

The associate University architect's office said the offices building is expected to be ready for use by the end of 1968.

Design for the new building was conceived by Gyo Obata of the firm of Hellmuth, Obata and Kassabaum, which, with Sasaki,

Dawson and DeMay, developed the master plan for the new campus and has designed the buildings erected to date on the campus mall.

It will be built of the same materials as the existing five structures—plum-colored brick, precast pink aggregate panels, tinted glass and dark anodized aluminum. However, the service towers which break up the horizontal lines in the other buildings will be located in the rear of the General Offices Building.

Offices of the president, vice-presidents, legal counsel, University architects, treasurer, and the SIU Foundation will be located on the third floor of the building. The two lower floors and basement will accommodate some 14 other business and student service functions, including registrar, bursar, student affairs office, general studies, counseling and testing, graduate office, housing office, placement, student work and financial assistance, and post office.

(Continued from Page 1)

MORE ABOUT

Expanded Training

cost of \$3,454,000 under contracts awarded May 28, 1964, to Frum-Colnon Contracting Co. of St. Louis, the general contractor.

Various units began moving into the building in the last fall term, and first classes began there early last January.

The building includes 105,000 square feet of floor space, with about 25% of this earmarked for broadcasting activities. Broadcasting space includes one 50 by 60 foot main TV production studio; two smaller TV studios; master control room; radio control rooms, and 12 radio studios.

There are 12 rehearsal rooms, ranging from a 50 to 40 foot band room to those, as the student newspaper described it, "suitable for a lone piccolo player." There also are art rooms, film projection rooms and a seminar room.

Theater Seats 412

One of the major features of the Communications Building is its theater which now seats 412 persons. It has balcony space in the form of eight loges, four on each side. While the stage is of the traditional proscenium type, it is arched in such a way that performers can walk into the seating area where the stage parallels the side aisles.

In a basement storage room is a hydraulic orchestra pit which rises into the theater above and can be used to enlarge the stage area. The present facility is called a "teaching theater", its principal function being to serve for instructional purposes.

A proposed south wing on the building would provide theater seating of 1500.

One of the building's major functions also would be to provide facilities for a complete journalism course to meet a growing need of the news media for qualified personnel in nearly all fields of the business.

(Continued from Page 1)

MORE ABOUT

'Fabric of Society'

Center in the building program of Southern Illinois University's Edwardsville Campus.

The University's accomplishments of the last two decades could have been gained only with the support of the newspaper press of our area. Our close association with the Southern Illinois Editorial Association has been most constructive for the University and, we hope, for the newspapers as well. It was with the help of this group that we were able to strengthen our Department of Journalism until it now enjoys an international reputation as one of the best in the United States. These gains with your help are the best pledge of future service by Southern Illinois University to which it owes so much.

U Center at SIU-SW Memorializes Area

Seven governors, eight Indian tribes, three rivers and two trees identified with the Madison county area are memorialized in the new \$5 million dollar University Center at SIU-SW campus.

The building, longer than a football field, which was opened during the winter term, has lounges, meeting rooms and dining areas that have been given names associated with the history and geography of the area.

The main lounge, for example, is called "Goshen Lounge" be-



HOW IT BEGAN—Four years ago, using silver-plated shovel, Dr. Delyte W. Morris, president of Southern Illinois University, turns the first shovel of dirt to begin construction of the Southwestern campus at Edwardsville, while the board of trustees looks on. Since then building costs and facilities represent a \$35 million investment. Five buildings have been constructed, a sixth is underway.

FM Radio Station at SIU-SW Next Year, Television Production in Near Future

While instruction in Journalism continues to remain one of the weak points in the curriculum at Southern Illinois University's Southwestern Campus, action already is being taken to correct a once-similar deficiency in facilities for training in radio and television production and broadcasting.

Radio and television operation in all phases is located in the new Communication Building, and although at the moment the University's program for training in these fields is hampered by a lack of equipment, the problem will be fully solved in the not too distant future.

Buren C. Robbins, director of the SIU Broadcasting Service, points out that if all goes well, and there is no reason to expect that it will not, SIU-SW will apply about next Jan. 1 for a permit to construct an FM radio station at Edwardsville. The station will cover a radius of 65 to 75 miles, practically the same as the University station at Carbondale, WSIU-FM.

Start Full Time

Robbins noted that while the Carbondale station was developed from scratch, originally broadcasting only a few hours a day but now on 16 hours a day for a total of 120 hours a week the Edwardsville station will be geared to go full time from the start.

cause Bible-conscious pioneers dubbed the Madison county area the "Land of Goshen" when they arrived.

The "Governors' Lounge", a browsing area, is so-called in reference to seven Madison countians who became chief executive of Illinois: Edward Coles, Ninian Edwards, John Reynolds, Thomas Carlin, Thomas Ford, John Palmer and Charles Deneen.

Named for Trees

A pair of music rooms is named for the red bud and dogwood trees and three meeting

**BUREN ROBBINS**

At the beginning, he said, the station will use programs originating in Carbondale and carried over the SW campus station with local station breaks. Just how fast local programming will develop at the Edwardsville station will depend to a great extent upon student interest and how quickly the students can be trained.

He explained that no professional help is used at the Carbondale station, and the same staffing arrangement is anticipated for the Edwardsville station.

rooms have been emblazoned with the geographical titles of the Mississippi, Illinois and Missouri rivers.

The ballroom lounges, yet to be built but now in planning stages, will become the Six Mile Lounge and Big Prairie Lounge after two of Madison county's original townships. The 10,000 square-foot ballroom itself, when completed, will be named Metropolitan Hall. Partitions will divide the ballroom into two separate rooms which then will be called the Madison and the St. Clair.

The operation would be handled primarily by: first, students doing the work "for love only"; second, those employed for student wages, and third, those seeking experience to supplement course work in the field.

Under present plans a transmission tower would be used to pick up programs from Carbondale for rebroadcast, and when programming is being done at Edwardsville, the reverse would likely be true for special programs originating at the SW campus station, Robbins said. No call letters have yet been assigned to the station, but a channel is available.

Earlier Development

An even earlier development is installation in the Communications building of equipment which formerly was housed in a building the University leased at Alton in connection with broadcasting instructional work. On order, with an expected delivery date in September, is complete equipment for producing tapes for use on the Carbondale station or for distribution of programs to commercial stations of the area. This of course, could precede the start of FM broadcast activities and will probably start before the end of the year.

Robbins told the Press-Record he couldn't be specific on a timetable for television production, but he hopes that "at an early date" the University can get production of closed circuit television instructional programs at Southwestern campus. These, he said, could be beamed into classrooms and lecture halls around the campus and, if the need was there, they could be transmitted to SIU Alton and East St. Louis centers by micro-wave relay. With this facility, he said, "we might also work with other universities and junior colleges in developing instructional programs."

Eventually, Robbins noted, the SW campus will have a television facility on the air with programs locally produced and

(Continued from Page 1)

MORE ABOUT

Dedication

The scheduled speaker is considered one of the most outstanding figures in the world in his field of international reporting and interpretive news writing. He is assigned as AP diplomatic reporter to the State Department, a job that takes him all over the world to spots where high-level action is taking place.

He holds a Pulitzer Prize for international reporting, the Raymond Clapper Award and the Sigma Delta Chi Distinguished Service Award for Washington correspondence. He joined the Associated Press in 1933 at Nashville, Tenn., and was transferred to Washington in 1937.

Hightower's appearance on the program will point up the dedication theme built around the communications media because of the more intensive training made possible by completion of the SIU-SW Communications Building. A short supply of well-trained personnel for jobs in the communications field has been attributed in part by leaders in the field to lack of substantial journalism courses in the area. There is no adequate journalistic training available to university students within 100 miles of the Illinois-Missouri metropolitan area.

The Southwestern campus of SIU has had only a few classes in journalism in the past and this summer will have no such classes whatever due to the lack of a journalism instructor. Completion of the new Communications Building was followed, however, by renewed efforts by the administration to acquire a professor of journalism to build a more adequate journalism department with the Communications Building as the principal facility of instruction.

The Communications Building contains 105,000 square feet of floor space which includes offices, studios and control rooms for radio and television production, a major phase of the communications field.

with professional equipment for color transmission.

While WSIU-TV at Carbondale, Channel 8, is a VHF station, the one planned at SW campus would be UHF. Channel 18 (UHF stations are numbered from 14 up) has been assigned for educational purposes to Edwardsville. This doesn't mean that SIU has the channel yet, but there is not any other educational institution in Edwardsville that can handle it, Robbins explained.

He pointed out that as of two years ago, manufacturers of TV sets have been required to equip them for both UHF and VHF reception. It will take considerable time to get such a station operational, Robbins said, adding that "when we are ready, we will build a transmission tower, probably about 27 to 30 miles north of Edwardsville so that we can get "A" coverage or a city grade signal back to Edwardsville. "A" coverage, it was pointed out, can be received clearly with rabbit ears while an antenna is needed in "B" areas. The station would have 60 to 65 miles coverage.

"We'll come pretty close to getting a major signal to Springfield," Robbins said.

SIU currently is building transmission facilities at Olney in Richland county on the east side of the state, which will permit formation of an educational TV network (Carbondale, Edwardsville and Olney) by means of a micro-wave system that will fairly well cover the Southern Illinois area.

Creative Breakthrough Is Essential to Advertising

By A. Laney Lee
St. Louis Creative Director
Member, Board of Directors
Gardner Advertising Company

In the past 15 years, a dramatic and drastic shift in emphasis within advertising agencies has placed an unprecedented emphasis on creativity.

One example of this shift is the birth of "splinter" agencies, those small teams of young, eager specialists who leave major agencies to build islands of creative communications.

"Splinter" agencies, by their very limitations in size and staff, cannot replace full-service agencies, but their healthy growth and their rapid acquisition of major accounts are symptomatic of the new need and demand of today's knowledgeable, sophisticated clients — the need and demand for creative breakthrough.

As competition intensifies, as products battle to the death, this creative breakthrough becomes more essential. The young person who can achieve it is the one we want in our shop to serve our clients.

This is the new breed of advertising talent which becomes increasingly in demand.

Eager, imaginative, excited, mentally hungry, this new talent is, above all, creative. He is disciplined, yet daring. He is constantly stretching his mind for new, untried ideas and scorns the pedestrian and the hackneyed. He cares about people and he reaches out to touch their minds and their emotions.

He is, in short, a creative communicator.

Advertising education can feed this creativity, nourish it, stimulate its growth. Less time will be spent on learning techniques and more on discovering ideas. Less stress will be placed on how to calculate lines in a column inch and more on how to communicate with the consumer.

There will be emphasis on mastering the skills of description and narrative, on writing from a point of view which can communicate a feeling.

If a young person is right for us, he may actually be better at writing short stories than advertising. Advertising techniques we can teach him. The creative spark must already be there.

This, I believe, is the key to education's 1967 challenge in the training of young people for careers in communications. It is a challenge born of change. Traditional academics no longer meet the need.

We in advertising today welcome young people who can bring from the classrooms pure, raw creative talent which communicates ideas with clarity and excitement and muscle. We are looking for the embryo writer who is a "wordsmith," for the potential art director who has what we term an "eyeball for visualization."

This is the kind of creativity the new breed of advertising demands. It is the creativity which education can plant and nurture.

Creativity, however, is not limited to writers and art directors. In this new world of advertising, creativity must surge through account service, media, research, administration, even such operational services as data processing.

The account service man is no longer the "one man band" who was the partner of yesterday's pitchman. He is a skilled co-ordinator, bringing together the specialized talents of writers, producers, media men, researchers.

The media man, no longer simply a contractor of space and time, is an imaginative planner of market buys. The researcher,



A. LANEY LEE

no longer a dusty statistician, is an informed source of consumer information, helping guide the creative team toward more effective copy and selling ideas.

With the growing demand for this new breed of advertising talent, such a facility as the Communications Building of Southern Illinois University is an especially welcome addition to the St. Louis area academic community.

To us, there is a significance in its very name and we applaud the choice.

Whether the ultimate consumer is a potential buyer of products, reader of a newspaper, viewer of a film or listener to a broadcast, there must first be communication before that consumer can be motivated, informed, stimulated or entertained.

The young person who learns in the classroom to communicate — to communicate with understanding and with creativity — will succeed in the off-campus world no matter what business he enters. In our particular business, he may not earn much at the beginning. This is as it should be for he is still a neophyte and the two years or so he will need to learn advertising techniques are actually a graduate school education.

Most major agencies have for-

Many Applicants But They Need More Training

By Marvin D. McQueen
Vice-President of
D'Arcy Advertising Co.

The communications business is increasingly in need of men and women who are highly intelligent and who have a dedication to the business. I think that any great university should by all means put greater emphasis on specialization in the communications field.

I am confident that this Midwestern area, or any other area, would absorb their top graduates with alacrity.

D'Arcy Advertising Company in St. Louis hasn't encountered a paucity of the number of applications we get every year. However, because the quality of graduates seeking employment is rather uneven, I feel our primary concern is at the secondary school level.

We would like to have better I.Q. potential among high school students directed early towards advertising. It is all too fashionable among economics and vocation teachers to discourage serious students by pinning the "Madison Avenue" label on the advertising business in general, and "Madison Avenue" implies dastardly manipulation of human needs as well as unbridled martini drinking.

The trillion dollar GNP that is predicted within the next eight years is going to need some top-notch "human persuaders," even with instant credit available, and we at D'Arcy would be delighted to recruit them from SIU or the Harvard Business School.

mal training programs. Others prefer on-the-job tutelage and stimulation of young creative talent by experienced staff members. Through such programs, school and agency become partners.

The demand for a new breed of advertising talent — creative talent — is here. We welcome the new breed of advertising education which will start that talent on its way.

SW Campus Should Be Most 'Stimulating in Country'

By Paul Cousley
Editor-Publisher
Alton Daily Telegraph

Congratulations to the Press-Record's efforts at stimulating area interest in establishment of a journalism college at Southern Illinois University's Edwardsville campus.

It should prove the most stimulating and interesting training ground for young writers if any area in the country.

The campus, in itself, is unusual by situation and insulation from the outside world—for those students who will be wanting to live on it and devote themselves to the scholarly life, on residential facilities are obtainable.

But for a journalist interested in learning about the teeming urban world and eager to make contact with all categories of newspapers close at hand, it is ideal.

Within handy travelling distance for a journalism student who desires work experience while he is in college are newspaper plants ranging all the way from rural weeklies to the metropolitan dailies of St. Louis, with semi-weeklies and smaller city dailies in between.

A significant recent addition is the outlet of the Wall Street Journal, also located in Madison county.

Nearly all of these are potential sources of part-time school term, or full-time summer employment for the serious student of journalism.

For the student desiring to study all possible approaches to production—with a view to eventual executive and managerial employment — the publications within the area also offer a wide span of printing methods.

More important, the entire newspaper publication field in the area bears definite promise of continued expansion—a promise for future employment of the journalism college's product.

Salary scales for journalists in all phases of newspaper publication are among the highest in the nation, a look at American



PAUL COUSLEY

Newspaper Publishers Association reports will show.

The big problem to be solved by SIU authorities is whether to depend upon a slowly manifested spontaneous student interest to dictate a journalism school's growth, or to launch a fully adequate school immediately and give it promotion that would enlarge the enrollment at once.

The Press-Record's efforts to call this problem to the attention of both SIU authorities and residents of the area might go a long way toward both establishing a quick growth school and filling its rolls with promising students.

The John Mason Peck classroom building at SIU-SW is named after a Madison county pioneer educator who established Illinois' first institution of higher learning—Rock Spring Seminary near O'Fallon.

The cafeteria snack bar facilities at SIU-SW University Center seats 1200 persons.

The SIU-SW University Center was financed by a \$2,250,000 loan from the Federal Housing and Home Finance Agency and the sale of additional revenue bonds on the public market.



NOW MANAGING EDITOR of the Alestle, Thomas Boschert, Alton, (second from left) has been chosen as editor of the SIU-SW campus paper next year. A staff member of the newspaper for four years, Bosch-

ert is a 22-year-old senior. Shown with him, left to right, are John Pavlik, copy editor; John Durbin, Sports Editor, and Andy Augustine, advertising manager. Pavlik lives in O'Fallon, Durbin in East St. Louis and Augustine in Bethalto.

Southwestern SIU Plans to Remedy Lack of Adequate Training in Journalism

Dedication next week of the Communications Building at Southern Illinois University's Southwestern campus, and eventual development of its full educational potential in the communications field, hopefully will be the answer to Southwestern's most outstanding curricular shortcoming—absence of an adequate, full-course department of journalism.

Administration officials admit readily the inadequacy of course offerings in journalistic training under the existing curriculum, but point out that steps now are being taken to meet the long-standing need of expanded journalistic courses to turn out more news reporters, creative writers and other editorial workers in all phases of the communications field.

Toward a successful conclusion of this effort, the Communications Building will contribute greatly as the facility for training potential personnel in the widespread field of communications—news reporting and writing, radio and television production and programming, advertising and creative writing in unlimited publication categories.

Need of Journalists

Need of journalism trainees to fill such jobs is evidenced within the news media itself which not only now, but for quite a few years past, has urged development of a department of journalism within the Illinois-Missouri Metropolitan area to produce qualified newsmen and writers to meet a growing demand necessary to continual growth of the means and methods of news and editorial distribution.

At the present time there is no adequate course in journalism available to students within 100 miles of the St. Louis Metropolitan area.

This topic was touched upon two years ago when Gerald J. T. Runkle, Dean of the Humanities Division at SIU-SW under which the University's limited journalism courses have been offered in the past, discussed a professional writing concentration proposed at Southwestern.

Said Dean Runkle:

"A professional writing, or journalism, program is needed in the St. Louis metropolitan area. St. Louis University does not offer a suitable program and Washington University offers only a few courses in Journalism."

Program is Essential

"With the number of communication media and the population of the area, it is essential that a program be established to prepare good newsmen and creative writers. In recent years, the editors of the newspapers in the metropolitan complex have urged the university to establish a large journalism program on this campus. In the past, they have given generously of time and money to develop the program at Carbondale."

"C. E. Townsend, editor of the Granite City Press-Record, for example, has given the journalism department at Carbondale approximately \$3000 worth of books. These newspapermen are willing to make their newsrooms practical laboratories—as the Alton Evening Telegraph does now with the News Editing III students—and to help support students by providing part-time jobs."

"Newspapers and other media," Runkle added, "are seeking knowledgeable people who can write."

Currently, students at SIU-SW



GERALD J. T. RUNKLE

who are interested in journalism have two options in programs of study. They may seek a degree through the Professional Writing curriculum, which includes 12 hours of required courses in journalism.

One Journalism Course

Those interested in education degrees and also in school publications may take a secondary concentration in journalism on their way to a bachelor of education degree, taking 12 hours in required courses and one elective course in journalism.

During the winter and the spring quarter this year, four journalism courses were offered by a part-time instructor. The instructor left SIU-Southwestern after the spring term, however, when her husband accepted another position.

During the 1966-67 academic year, the weekly student newspaper, Alestle, whose name is derived from the University's three teaching centers at Alton, East St. Louis and Edwardsville, had as its faculty sponsor George Goodwin, associate professor of education, who performed a similar function and taught journalism courses at Pensacola, Fla. Junior College when he was director of public information there. His assignment with the newspaper there also was on a part-time basis.

Another student publication is Muse, the campus yearbook. Its sponsor is Mrs. Mildred Arnold of the SIU Information Service.

No Courses At All

Because of the departure of the journalism instructor who taught winter and spring classes, no journalism courses are planned at SIU-SW during the summer.

Dean Runkle announced, however, that in effort to meet the need not only for journalism classes on a minor scale, but for development of a major program, the Humanities Division is now seeking a competent full-time journalism professor, preferably one with a Ph.D. degree, to teach the journalism courses and to serve as faculty sponsor of the Alestle so that journalism instruction and work experience on the newspaper by students may be inter-related.

There is a possibility, Dean Runkle said, that the Alestle may go on a semi-weekly publication basis.

A number of candidates have been interviewed for the position, the dean said, pointing out that the division is in a position to offer competitive salary to attract someone "who likes the notion of journalism being involved in the context of a liberal arts program." Runkle feels a student's technical courses in journalism should be held to 24 to 30

Alestle, Campus Newspaper, Gives Limited Training

The Alestle—weekly newspaper distributed free to students, faculty and staff each Thursday at Southern Illinois University-Southwestern Campus—is the only current Journalism effort in the Communications field offered the University's students.

Since no Journalism classes whatever are to be offered this summer because Southwestern's only journalism instructor on a part-time basis has moved out of the area, this means the weekly University newspaper offers the only limited training and experience to the many who would desire thorough journalistic training.

During the current school year the newspaper has been staffed by some ten reporters, in addition to its editors and advertising managers.

The editor, Dale Armstrong, has had summer working experience with United Press International in St. Louis and also is a staff writer with the Alton Evening Telegraph. His wife, Gayle, has been business manager of the Alestle this year. They live in Hartford.

Executive Posts Salaried

Managing Editor Thomas Boschert is a resident of Alton and Advertising Manager Andrew Augustine lives in Bethalto. All four of the newspaper's executive positions are paid, through student wages, and all four will be manned during the coming year by other students interested in Journalism.

In most cases, the executive positions and the reporting jobs are held by students who have had formal classroom training in journalism at Southwestern Campus.

The newspaper is printed by offset at the Wood River Journal.

The Southwestern Campus has two other regular publications. These are the Muse, campus yearbook, and the Sou'wester, a quarterly literary publication. The Muse, like the Alestle, offers three paying positions for students and the Sou'wester provides two such posts.

The Alestle was awarded second place behind the Daily Iowan of Iowa State University in the university division of the 14th annual Newspaper Conference at MacMurray College in Jacksonville in March. Ralph Ulrich, chief copyreader for the Chicago Sun-Times, praised the Alestle for straight-forward hard-hitting editorials, good content, good page make-up and good headlines.

George Goodwin, of the Education Division Staff who filled a similar position when he was public information director at Pensacola, Fla. Junior College is faculty advisor to the Alestle. He holds a doctor's degree from the University of Florida.

hours so that he will have time to broaden his general education.

96 Hours Required

The Professional Writing program at SIU-SW includes the generally required 96 hours of General Studies, additional required courses in philosophy and foreign languages, 22 required hours of English, and 29 elective hours in such areas as economics, government, history, sociology and speech.

Editor Knows—Not Enough Journalists To Go Around

By Karl Monroe
Editor Collinsville Herald

Anybody who publishes a newspaper these days comes face to face with a sad fact of life: there are not enough competent journalists to go around.

I suspect that this is due more than we realize to the nature of the beast. A competent journalist is blessed with attributes which are usually included in lists of requirements for success in any field. A competent journalist can jump into business, public relations, industrial relations, sales, teaching and scores of other lucrative vocations with the greatest of ease.

As a result, there is a steady drain on the profession. Of late, this has occurred most dramatically before the prospects even enter it. They train in journalism and then use the talents nourished in this training in one of the related professions. This may be our fault. Salaries have risen dramatically but we haven't advertised it enough.

I do not deplore this "brain drain." In a sense, it is a compliment to the type of men who elect journalism as their training background.

What I do deplore is the fact that the schools of journalism do not produce far more graduates. If they did, there would be enough people to man the newspapers and related media, and still supply all these other fields with talent.

This is particularly true in the St. Louis area. It is probably unique among great metropolitan areas in having almost no journalism training as such going on at the university level. SIU-Southwestern offers a few courses, but we have to go 100 miles to Carbondale for a full-fledged department and even there journalism has not been recognized as a separate college of the University.

My own experience in recruiting trained newspaper writers



KARL MONROE

and cameramen has been that it is very difficult to find the people we need.

I have thought for a long time that SIU-Southwestern ought to expand its offerings and enlarge the enrollment in its journalism courses.

The quality of work done there in a limited way is extremely high and the low-budget "Alestle" published there is an outstanding example of aggressive, unfettered college journalism. It offers a tantalizing hint of what might be.

This metropolitan area offers journalism students opportunities available neither at Champaign nor at Carbondale. Opportunities for gainful employment while they are students.

In this area there are scores of newspapers, radio stations, TV stations, advertising agencies, trade journals. All are seeking people. The news media especially have openings which lend themselves ideally to a student's schedule. We need people to cover night events.

A "beefed-up" program at SIU-Southwestern would serve the students and their needs, might aid some of them financially, and would make available both student and full-time graduate employees to the news media.

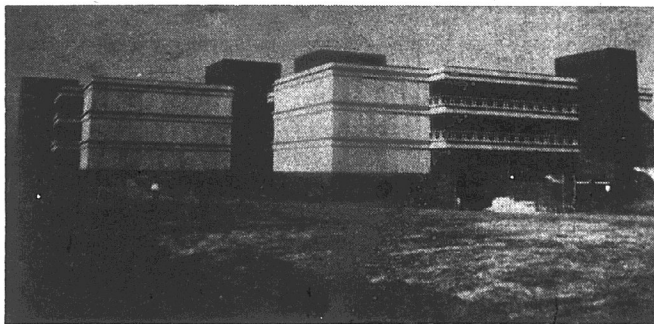


EDITOR OF ALESTLE, SIU-SW weekly newspaper, "dummies" out a front page as part of his student-newspaper job, one of the few journalistic training posts available at SW campus.

The Communications Building already is being adapted to an all-out training program in radio and television and plans are complete for installation of an FM broadcasting station next year and a 16-hour per day

broadcasting station next year.

The same application of effort and incentive spurred by an area-wide need is expected to do the same toward initiation of a well-based department of journalism.



PECK CLASSROOM building spaces the Southwestern campus academic programs and faculties of the Divisions of Business, Education, Humanities and Social Sciences, although some social science courses, including geography, are taught in the Science Building. The classroom building, first to be completed on the campus, is named for John Mason Peck, pioneer Illinois educator who started the nation's first institution of high learning.

Housing To Determine Growth at SIU-SW

By John Rendleman
SIU Vice-President for
Business Affairs

While the Edwardsville (Southwestern) campus originally was conceived primarily as a commuter campus, the demands by students and parents have convinced the University that it should accelerate its program to secure student housing if enrollment is to continue increasing.

The University is not only concerned with the needs met by on-campus or off-campus housing but also with the fact that group living can be an important part of a student's education and development.

Learning to live in a community of one's peers, working in concert to achieve mutual objectives, learning to respect individual's rights and enhancing the social amenities provides the student with an opportunity for self-development, leadership and the ability to get along with others.

Immediate planning at SIU-SW campus will provide housing for 1000 single students, 250 apartments for married students, and 50 cooperative apartments to house 300 single students. The problem of financing physical facilities for dormitory housing is always a problem. While the General Assembly and the Board of Higher Education are sympathetic to the housing needs of students, both feel that the state's resources must be committed to the construction of instructional and research facilities.

To Use Non-State Funds
All other facilities which are



JOHN RENDLEMAN

revenue producing must be constructed from non-state funds.

In most instances revenue bonds are sold for the construction of dormitories and the debt then is retired over a period of years through rental fees paid by students. A more recent development, and one being presently pursued by the University for the Southwestern campus, involves an arrangement between SIU and private enterprise.

In this case the private builder will plan, finance and construct a dormitory on University-owned property. The planning will be required to meet the standards set up by the University architect and the Housing Office.

When the dormitory is completed a lease agreement will be reached. At the end of the lease agreement the dormitory becomes the property of the Uni-

versity. This type of financing rapidly is becoming more popular among colleges and universities. It very often provides great savings in time and has proven to be an economically feasible solution.

In its long-range planning the University may have to adopt objectives more similar to the Carbondale Campus, wherein it is hoped that the University will be able to provide housing for at least 50% of its students by 1975. The University also welcomes and encourages the building of dormitories in adjacent areas. This means that if the enrollment in the Southwestern Campus rises sharply in the next decade, private enterprise will have to provide beds for many students. University standards for dormitories are established to assure that adequate space will be provided for rest, study, clothes storage and recreation.

The University feels that the presence of dormitories will add a new dimension to the SIU-SW campus, bringing with it salutary benefits. A college or university, in actuality, provides a four-year growing-up process.

This is best accomplished when the student is standing on his own, making his own decisions, choosing his friends, learning to be responsible for his actions, exposing himself to new cultures, new people and new friends.

A long-range landscaping project at SIU-SW campus includes planting of 50 varieties of trees.

Lovejoy Library at SIU-SW campus currently receives more than 2800 periodicals.

at right is Peck Classrooms building. Adjoining is the Lovejoy Library building and at top right the Science Building. At top left is the Communications Building.

Housing For SW Students Must Bear SIU Approval

Unless he's living with his parents, no single undergraduate student at Southern Illinois University-Southwestern Campus can call a house a home until its been classified as "Accepted" by the SIU Housing Office.

If any off-campus room or dormitory fails to bear this agency's seal of approval — "Approved Living Center"—any student living there can be disciplined by the University.

Housing Officer director William Burcky says the University now lists some 150 approved facilities in Edwardsville and towns nearby. Housing standards are set up to "assure an atmosphere conducive to high moral and ethical standards, good health and safety, and intellectual development."

In general, the Housing Office guidelines for "Accepted" status cover minimum standards for safety, sanitation, health, recreation and supervision. The office also requires that landlords pursue an open-door policy for students: no bars by reason of race, color, religion or national origin.

Site Inspections Made

When a householder wants to get listed by the SIU Housing Office, he applies for it, then submits to a site inspection by representatives of the office. If he plans to rent rooms to three or more students, a fire marshal's inspection also is required.

After approval, inspections are made on an annual basis.

Landlords are expected to rent rooms to students by contract on a quarter-by-quarter basis and may accept deposits toward the first quarter's rent. If a student wants to terminate a contract, he may be required to pay half of the rent for the rest of the contract period.

SIU-SW expects proprietors (or supervisors) to live on the premises, to report extended absences or illnesses of tenants, to report flagrant misconduct, to agree with tenants on quiet hours and to retain rights of room inspection for necessary cleaning and maintenance.

Landlords can set up their own house rules and post them. They are also expected to respect the student's privacy.

In return, students are expected to: keep their rooms clean and neat, respect all property in the house, cook and use electrical appliances only in designated areas, tell the landlord when they plan to leave town (other than going to class), report to the landlord if they have been sick for three days or more, observe minimal quiet hours from 7:30 p.m. to 6:30 a.m., lift weights only in designated areas, use pay phones for long distance calls unless an agreement has been made otherwise, keep emergency passageways open and litter-free, and utilize the housing contract.

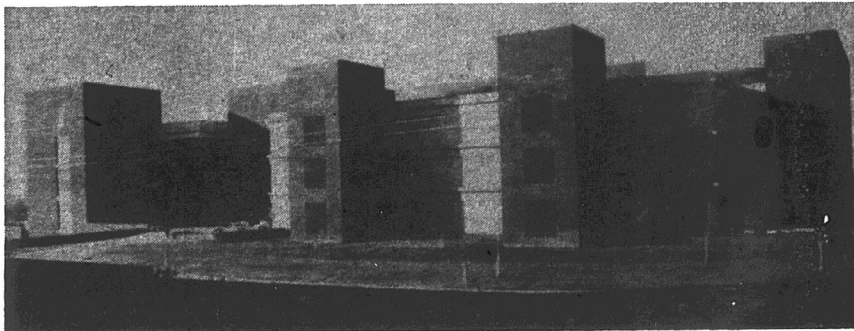
Can Discipline Students

Smoking is permitted unless designated otherwise. Pets are barred unless the landlord approves.

The University can discipline students for:

Having intoxicants or firearms in housing units, gambling, "en-

(Continued on Page 8, Col. 1)



TWENTY- EIGHT LABORATORIES, research spaces and two lecture demonstration rooms, each seating 240, are among facilities of the Science Building on the SIU-SW campus. It was among the first three buildings completed within the 250-acre academic core.

A new system of laboratory components developed through an Educational Facilities Laboratories research grant, permits their use interchangeably among all the scientific disciplines.

Southwestern SIU Campus Among Top Midwest Educational Units

In only two years, the Southwestern Campus of Southern Illinois University has developed into an outstanding educational center of the midwest.

During that period it has acquired and developed a 2600-acre site on which it has completed construction of five buildings of the University's physical complex, involving a total investment thus far of around \$35 million dollars.

Originally instituted eight years ago in University Centers established in East St. Louis and Alton, the Southwestern University program since has grown into a school of higher learning with projected facilities that eventually will accommodate enrollment expected to reach as high as 18,000 students.

Its transition from an originally constituted "commuter" university to one of resident status has been a need almost since the opening of its first classrooms, followed by the rapid growth of its student-enrollment and an ever-mounting demand for dormitory and housing facilities.

First Phase Near End

Beginning of construction of a new Offices and Administration Building only a few weeks ago marks a central high point in the University's development. Completion of that building also will mark the end of the first construction stage and clear the way for advanced planning on the second stage of construction work which is detailed in another article elsewhere in this issue.

The second stage will, hopefully, involve more than \$33 million in additional building and general improvement work, depending upon the generosity of the Legislature.

For the now nearly completed academic core, considerable planning and research preceded the beginning of actual construction work in 1964. Programming of needs for the campus, from master planning to building design to furnishings, was the result of planning and consultation between SIU President Delyte Morris and other educators, university architects Charles Pulley and John Randall, and Hellmuth, Obata and Kassabaum, architects and planners for the entire 2600-acre campus.

The success of this thoughtful programming at Southwestern Campus is reflected in the statement of President Morris:

Calls for Flexibility

"New knowledge, rapidly changing technology and changing

population patterns of our time called for new educational orientation, flexibility in physical plant, large growth potential, and acceptance of a high level of social responsibility.

"The philosophy of human operation in colleges and universities has been remarkably fixed and patterned into an organization of departments, courses and curriculum . . . The university rarely uses research talent on itself. It never seems to look to itself to improve. The philosophy of this institution will be one in which changes may occur.

"Change should be the acceptance of the day, and this campus and its structures should show our willingness to try and question the rightness of everything. We believe this initial stage of building (on the Southwestern campus) represents the flexibility and convertibility required for new educational programs of the future."

To achieve this, the architects developed a series of general and special spaces to meet the educational program as it grows. The entire campus was organized on a functional basis rather than the traditional departmental plan.

Thus disciplines which use space in similar ways are grouped together, regardless of subject. Laboratory courses are in the Science building, and disciplines which have fewer special space and equipment needs are taught in the Classroom buildings.

Interior Can Be Altered

Each of the buildings also is designed to provide a maximum degree of flexibility. Most of the interior spaces can be altered in character by a series of movable partitions and changeable services. Brick towers at the perimeter of the buildings house all fixed service elements such as stairs, mechanical facilities and rest rooms. This has permitted the formation of long, free spans to contain the active functions for which each building was designed.

These spaces are expressed in precast concrete and dark glass. All of the buildings are unified by these concepts; the same, simple materials used to express an internal function. For diversity, the materials are combined in scores of ways to make each building an original solution to particular needs.

The first two buildings on the Southwestern Campus—the John Mason Peck Classroom building and the Elijah P. Lovejoy Me-

morial Library, opened with the beginning of the fall quarter in September, 1965. The Science building was ready for use the following September, and first classes were held in the Communications building early this year.

The University Center, financed from student fees, a Housing and Home Finance Agency Loan, and the sale of revenue bonds rather than by state appropriations, was dedicated early in March.

250-Acre Area

All buildings are located within a 250-acre academic area which is centered in the 2600-acre site, with other areas reserved for housing, a continuation center, arboretum, recreation, professional schools, research and other uses.

The buildings are centrally heated and air-conditioned from the University's heating and refrigeration plant northwest of the central academic area.

The John Mason Peck Classroom building is named for the pioneer Illinois educator who started the state's first institution of higher learning, while the Lovejoy library is named for a newspaper editor who was killed by a mob for his abolitionist views in pre-Civil War days at Alton, just a few miles north of the SIU-SW Campus.

Completed buildings in Southwestern's first-phase construction program, and a brief outline of their facilities:

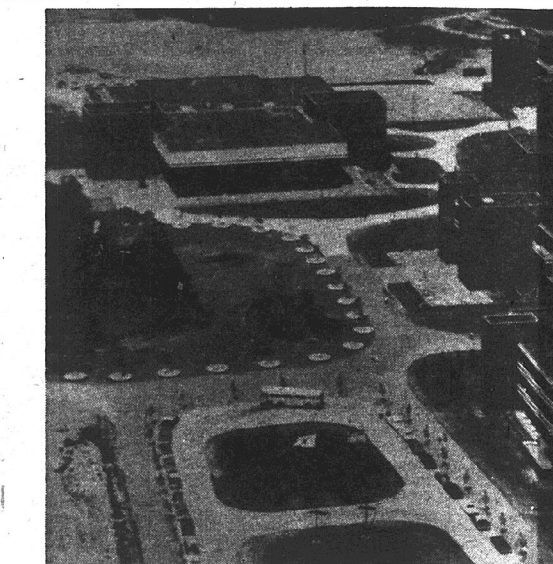
Lovejoy Library

An extremely open, flexible space has been provided for the library building to permit unrestricted use of all resource material. The open stack book collections, places for readers, offices and the specially designed individual carrels can be placed wherever needed.

Each of its four floors has about 40,000 square feet of floor space, a limit set by librarians for efficient supervision and operation. The total building has a capacity of about 450,000 volumes and 1400 readers. For future expansion it has been designed so that four more floors may be added. In the basement are an auditorium and textbook rental store. Currently the library collection amounts to 239,000 volumes.

Communications

The Communications building is thoroughly 20th century in its comprehensiveness, containing not only traditional facilities for



SOUTHWESTERN SIU COMPLEX shows campus design but does not include University Center which is located outside of left of photograph. In foreground

the dramatic and musical arts, but all the electronic equipment and facilities needed for television and radio transmission, audio-visual preparations and data processing. It likely will be the center of expanded journalistic training in the near future.

A number of variously sized television studios are provided and can be used for closed circuit instructional programs or for local transmissions. A theater for 400 people is included with an open stage which partially envelops the audience and gives a variety of acting positions. An addition including an auditorium seating 1500 persons already is being planned. It also will include common workshop and other facilities.

Peck Classroom

The general classroom building is a complex of two identical classroom wings, a wing with offices for faculty members and a central entrance unit. Each of the classroom and office wings has a 60-foot free span which with use of a 5-foot module, reusable metal partitions and modular design for mechanical services and lighting, makes it possible to create almost any desired room arrangement.

At present a variety of classrooms have been set up for 12 to 200 students each. Windowless

classrooms were desired to simplify audiovisual presentations. Thus, solid walls are placed where classrooms are most likely and glass walls around corridors provide outward views. In the faculty office wing, all exterior walls are glass above a three foot mark from the floor.

Science Building

All laboratories of the various scientific disciplines (such as physics, chemistry, geology and botany) are brought together in the main wing of the Science building. It contains 32 laboratories, for 24 men each, on four floors, plus a variety of preparation and lecture rooms.

Attached to this wing is a unit with two lecture demonstration rooms, each seating 240. A replica of the faculty offices unit used in the Classroom building is planned as an addition to the Science complex. All laboratories are completely interchangeable among the various disciplines.

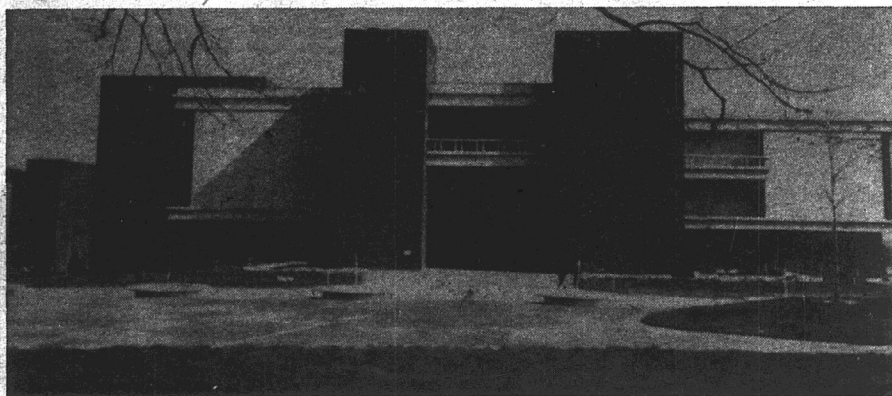
To permit this flexibility, a new system of laboratory furniture components was developed through an Educational Facilities Laboratories, Inc. research grant. A system of individual equipment storage "tote trays" was also developed to triple the use of each lab by speeding change of equipment.

University Center

A center for student services is an especially important focal point in a campus for commuters. The University Center building, however, is a variety of social, recreational, activities and food-service functions that makes it the "living room" of the university community.

Major access is provided from all four sides of the structure to a central, two-story, lounge "hub". Off this sky-lighted hub on the first floor are the university store, music and reading lounges, main ballroom and student activity offices. The second floor holds additional lounge meeting rooms and a table-service restaurant. On the lower level, which opens out onto a terrace with view of the wooded valley to the south, are snack-bar and dining facilities as well as

Works of art have been placed in all of the buildings. Most of these were acquired under the University's Architectural Arts Program.



LOVEJOY LIBRARY building at Southern Illinois University-Southwestern campus is the "meat and bread" of educational center. The building opened with the beginning of the fall term in September, 1965, and is

named for the newspaper editor killed in Alton for his abolitionist views during pre-Civil War days. Each of four floors has 40,000 square feet of floor space. It is designed so that four more floors may be added.

Accurate Communication is Foundation of the Nation

By C. E. Townsend
Editor and Publisher,
Granite City Press-Record

We have high hopes for the new \$3.5 million Communications Center building which will be dedicated Monday, June 5, at Southern Illinois University, just a few miles from our own Quad-Cities. And it is particularly appropriate that the dedicatory program involves all the major forms of news and advertising media.

Communication—accurate and thorough—is the very foundation of our nation, both in the public and private sectors. Nothing is so vital, nor can contribute so much, as SIU's new Communications Center. For out of it there must come the young people, able and interested, who will report and interpret all those things that affect our daily lives, whether in the neighborhood or in the universe, in art or government, in war or peace.

We would like to use this space to encourage young people to embark on professional careers in some aspect of communications, to urge media management and SIU to join forces in developing well-educated and well-trained dedicated people. The need already exists and, unless something is done about it soon, the situation can only worsen. And it will, swiftly and surely.

There are highly attractive career opportunities awaiting eager young minds everywhere, from the largest to the smallest newspaper, radio, television, advertising or public relations firm.

I will admit to being somewhat prejudiced (after 40 years with the Granite City Press-Record), but it seems to me the non-daily or small daily suburban newspaper offers much for the skillful who seek good salaries, excellent working conditions, personal satisfaction and prestige, and, last but not least, a bright future.

It is common knowledge, of course, that virtually all of the



C. E. TOWNSEND

so-called "population explosion" is occurring in the suburbs. That is where the people are moving to, that is where the market place is moving to, that is where today's leaders in science, culture, government, sports, business and industry will be found—and that's "where the action is."

There's nothing impersonal—nor too personal, either—in this cosmopolitan suburban complex; you find both in an exciting mixture. There is emotional drama of all kinds, the problems of people, of government, of public affairs; and, at times, the unparalleled and satisfying feeling of being of some individual worth to humanity.

This is not peculiar only to the suburbs, certainly, but so often fine careers and opportunities in smaller communities are overlooked in the search for "glamor" in the big city. It is true, also, that salaries are realistically comparable, and income potentials might even be superior.

There is no Journalism School within 100 miles of the metropolitan St. Louis area, and it is my hope that SIU will enlarge the scope of its Communications Cen-

Communications School of High Standard Area Need

By Robert Hyland

Vice President CBS Radio
General Manager KMOX

It's spring again, and the annual pilgrimage has begun. The steady stream of young people applying for jobs in this magnetic field of communications.

They all tend to look alike, and to sound alike in their interviews. They all want to conquer the world. They all think they know how. And they're all sure their elders have a lot to learn from them.

Some of these young people are trained in excellent schools, either in the liberal arts or in journalism. Others come with a combination of work experience and schooling. And it's this latter group, in my personal opinion, that most of us on the hiring end view with greater open-mindedness.

The greater St. Louis area badly needs a School of Communications in one of the area's great universities. This school should offer a comprehensive four-year curriculum, combining academic and professional training.

The standards should be the highest, both in acceptance of students and in caliber of faculty and equipment.

And above all this school should make fullest use of the professional resources of this great metropolitan area for teaching, for field trips, and above all for work-study internships that can be the single most effective supplement to a classroom education.

ter curriculum in this direction. I'm sure it will when, and this is my hope, enough young people are interested. There is no finer profession than journalism.

And students who enter this field will find that, besides instruction in the classroom, there is available on-the-job training and part-time employment in the wide variety of news, advertising and publication media right here in the metropolitan St. Louis area.



ROBERT HYLAND

This School of Communications should be as dynamic and vital as the field itself. The traditional schools of journalism, no matter how understanding, were oriented to another era . . . an era in which "journalism" meant newspapering. Today's journalism is far broader than the efforts of those who work on printed "journals". It includes the growing field of radio and television news, of public relations, of advertising, of corporate internal communications, and even of adult education.

It calls for those with potential for skillful use of verbal skills, written and spoken, and for use of visual skills, whether on the drawing board or the television or movie screen. It should teach young people everything from the "who, what, when, why and where" of traditional journalism to the newest techniques for recording commercials.

It should give them the opportunity to meet, listen to and if feasible work with those who are in the field as professionals. It should show them that journalism can be everything from an employee's handbook to a television documentary . . . from a recipe column to a political candidate's keynote speech . . . from an ad for groceries to an entire cam-

SW Enrollment To Depend On More Housing

Enrollment growth at Southwestern Campus of Southern Illinois University—from now on—will hinge largely upon construction of residence halls on campus and the availability of rooms and apartments for students in the surrounding area.

Last fall, there were 7563 students attending SIU classes at its three teaching centers, Southwestern, Alton and East St. Louis. Registrar John Schnabel predicts that enrollment will level off at around 8000 to 8500 until housing is provided.

During the current school year, there have been several

(Continued on Page 10, Col. 1)

sign that markets a broad range of products.

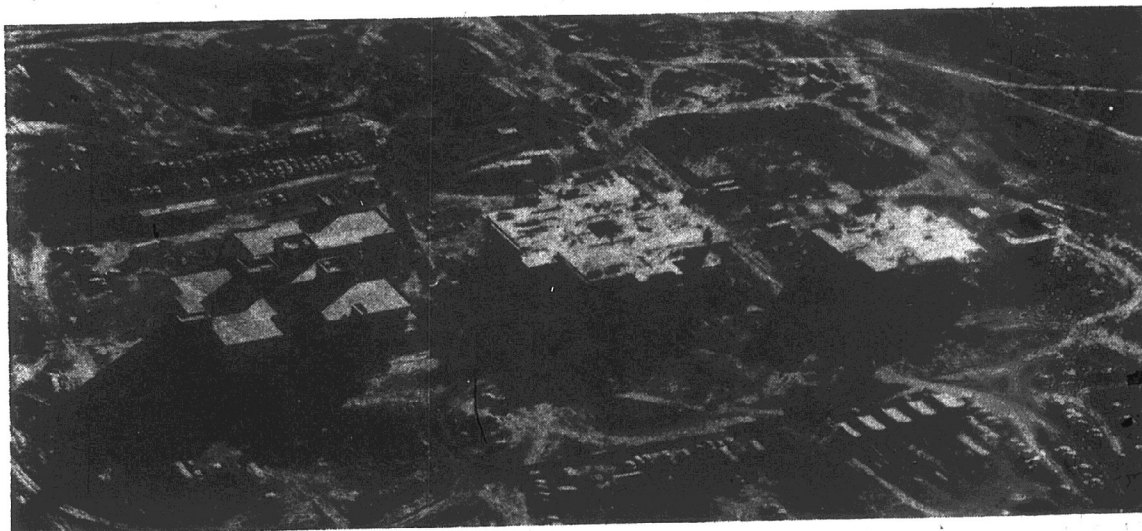
A good journalism or communications school should be all these things . . . challenging though they are . . . and still it should be something more.

It should be capable of showing its students how communications is essential to both the economic and political bloodstream of our nation . . . to the selling process in the market place . . . and the political process in the polling place.

It should give the students a respect for Communications as an art of business; and a respect for Communications as an arm of democracy.

Teaching our young people to be Communicators of the future, could well be more important than teaching them to be doctors, lawyers, engineers or scientists. Scientists and technicians can make the weapons of the future; but it will be communicators who will carry the word to each human mind as to whether those weapons will or should be used. As our technology grows, our dependence on communications grows. Because only through communications can human values survive our technical age.

The heart of America, and all of America, would benefit from another great school of Communications.



MAZE OF DIRT ROADS for movement of heavy construction equipment is design of the Southern Illinois University-Southwestern campus shown in the above photograph taken in December, 1964. Buildings shown are, from left, the Peck Classroom building, the Lovejoy Library and the Science Building in various phases of construction.

Foundation of Communications Building is shown at upper right and foundation of University Center in upper center. Construction of sixth building in first stage of first phase of building is now underway.

(Continued from Page 7)
MORE ABOUT

SIU-SW Housing

terfaining members of the opposite sex," destructive group action or endangering someone else's safety, immoral behavior or persistent actions tending to discredit the school or its students, or tampering with fire extinguishers or alarms.

Basic physical requirements and standards which the Housing Office sets for an off-campus student rooming house are these:

Rooms should be adequate, comfortable and in a good state of repair. Furnishings should include:

One bed per students and a firm, covered mattress.

A study desk or table and chair to fit.

A minimum of three full-size dresser drawers and four feet of closet-hanging space per student.

Four feet of bookshelves.
One mirror and one wastebasket per room.

Other standards include:

Basement rooms must be ventilated, damp-free, have seven feet of head room and two exit spaces.

List Other Requirements

All rooms should be reachable from hallways and students should not have to pass through another's room to get to their own.

Heat, light and ventilation should be adequate.

One set of bathroom facilities should be furnished for every six students.

Furnishing of bedding and linens should be agreed on in advance by student and landlord. The same is true for cooking arrangements.

Maintenance and repair is the householder's task. Weekly room-cleaning chores to be agreed upon.

A telephone must be available for emergency and other reasonable uses.

All accepted student housing must comply with state and local ordinances pertaining to fire and safety.

Planner Sees SW Campus As Spur to Growth

By Theodore Mikeseil
Executive Director,
Southwestern Illinois
Metropolitan Area Planning
Commission

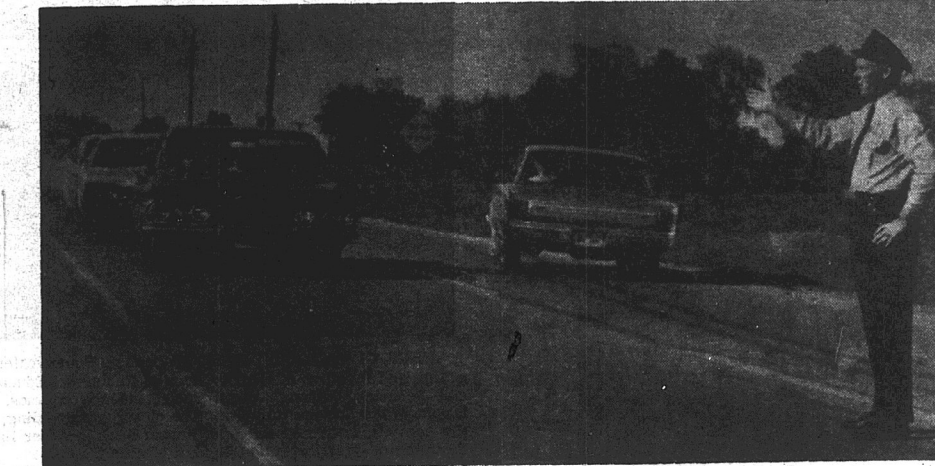
The three-county area of the Illinois Metropolitan district is among the most rapidly growing areas in the nation. This is true in terms of population, industry, commerce and housing.

The establishment of the Southern Illinois University-Southwestern Campus has insured that this region's educational posture also will grow, keeping pace with other area advances.

The effect of the new university campus can be measured by several different standards:

First: the campus will have a strong, economic and social effect in the immediate area; new homes will be built, new streets and roads will be needed, and tangential facilities will be spawned such as student living quarters, restaurants, commercial establishments and similar facilities.

Second: the campus will have a strong effect in the general area of Madison county where it is located. The university can act as a magnet for certain industries, particularly those of a research and development type, thereby causing increased housing demands, subdivision and building, and a demand for in-



EVENING RUSH HOUR on Route 157 at main entrance to Southern Illinois University-Southwestern campus requires daily traffic control furnished by the

university. Here an SIU security patrolman directs traffic as part of a vast 24-hour-per-day job by the University's security force.



CARL FOSTER, left, is Security Officer for Southern Illinois University's Southwestern campus. With him is Robert Prosise, assistant security officer.

Sees SIU-SW as Area 'Asset'

By Carl E. Mathias
Manager, Illinois Power Co.
Granite City

We consider the opening of the Southern Illinois University-Southwestern Campus a great asset to this area. It fills a void which has been prevalent too long.

We are continually striving to assist in the development of communities. Quite often we are consulted by industries which are giving consideration to locating plants in the area and ask for a list of assets in certain communities.

It will assist us greatly to now be able to include the university as one of the assets of this area. Industry is most interested in having university facilities available for their staff, as well as offering higher education to their children. Moreover, the university will bring cultural benefits to this area which is so necessary in the development of a well-rounded community.

We have found that an institution of higher learning is of significant

benefit in other communities served by our company—Blackburn College, Carlinville; Greenville College, Greenville; Illinois College and MacMurray College, Jacksonville; Illinois State Normal University, Normal; Wesleyan University, Bloomington; Knox College, Galesburg; McKendree College, Lebanon; Millikin University, Decatur; Monmouth College, Monmouth, and the University of Illinois at Champaign-Urbana.

The economic impact of the university and the staff on the area certainly should not be overlooked. The supplies and equipment required to operate these facilities will have an ever-increasing benefit to the community. The growth of the university will require facilities for the staff, maintenance personnel, etc. to live in the area. Its payroll undoubtedly enhances the economic advantages of this area.

They will be available for consultation and leadership in civic matters as well as industrial problems. Also, commercial development to serve the needs of the University will undoubtedly become more active as the University expands.

It is obvious that I am most enthusiastic about the advantages the University offers this area.

Security Force at Campus Grows from 1 to 29 Persons

As a veteran policeman, Carl Foster is conditioned to challenges and that is one reason why he accepted the post of chief Security Officer at Southern Illinois University's Southwestern Campus.

"I thought it would be a challenge," he says now, "but I didn't realize how much."

Foster's challenge, one he answered singlehandedly for almost a full year, was discharging police and security duties for two separate teaching centers in East St. Louis and Alton, and a 2600-acre campus building at Edwardsville.

Using his own car, and with no police radio, he covered the beat until the first University Policeman was hired and a patrol car was bought in 1963.

Worked Long Hours

"I put in many a 16 and 18 hour day," Foster recalls, "but there was one compensation I miss. I got to know almost every student and faculty member at SIU. Now it's getting too big for that kind of acquaintanceship."

The SIU-Southwestern Security Office has grown along with the school, to a staff of 16 policemen, six watchmen, seven student dispatchers and patrolmen, and four squad cars.

Foot patrolmen cover the East St. Louis and Alton centers as well as the old Alcoa plant in East St. Louis, where SIU operates a Manpower Development Training Program.

Foster has an assistant, former state narcotics agent Bob Prosise, who works with him out of security headquarters on the Edwardsville Campus.

Traffic Control Main Job

Parking and traffic control provide most of the labor for Foster's force but the strung-out nature of the campus means a lot of routine security and lock checking. While the central academic core is solidifying, many offices are still spread around the periphery at Southwestern Campus. Patrolmen put about 60 miles a day on their cars.

SIU-Southwestern auto registrations were 3000 last year and may hit a thousand more this fall. Parking permits are free, but any violations carry an automatic \$2 "fee." The Security Office writes the tickets and the Bursar's Office collects the fines.

Security also is in charge of the campus-wide key and lock detail. The key-making and mas-

ter operation is located in the Security Office.

Unlike the Carbondale Campus, where Security processes cases mainly through the city police, SIU-Southwestern functions in four jurisdictions: East St. Louis, Alton and Alorton city, and Madison County.

Area Fire Protection

Fire protection for the campus is covered by city departments in Edwardsville, Glen Carbon and Mitchell.

SIU Security is on police radio 24 hours a day, with base stations located at the Alton, East St. Louis and Edwardsville centers.

Foster has scheduled a buildup to 24 policemen this year to handle the growing SIU-Southwestern beat. A Civil Defense disaster control center (Foster is also CD director) is located in the new Communications Building and a traffic control office is planned at the upcoming Central Office building.

Foster, one-time Murphysboro police chief and a graduate of the FBI National Academy, hopes things never get so big at SIU-Southwestern that his "Campus Cops" lose the personal touch.

On Duty to Help

"The basic difference between a campus security officer and a policeman on the outside is that we're here to offer service and be helpful to students, rather than act as strict enforcement people," Foster says.

Like the time a student telephoned from East St. Louis, saying she'd lost a girdle in her classroom, and would they please do something? She had pinned \$100 to it.

Harboring certain police-type reservations about the story, the Security Office located the garment with the century attached. They returned it to the owner, who turned out to be 67 years old. She'd become a little warm and had taken it off before going to class. Ten-four.

SIU landholdings at Southwestern campus at the beginning of 1966 totaled 2599 acres owned outright, 490 owned by the Illinois Building Authority and 596 owned by the Southern Illinois University Foundation.

SIU-SW granted 104 master's degrees at its June, 1966 commencement exercises.

SIU-SW Has Decided Impact on Quality, Training of Teachers in Bi-County Area

By George T. Wilkins

(Mr. Wilkins, associate professor of education at SIU-SW campus, formerly was Madison county superintendent of schools and a former State Superintendent of Public Instruction. He lives in Granite City.)

What impact has Southern Illinois University's Southwestern Campus had on the quality and training of teachers in Madison and St. Clair county?

Evidence indicates it has been a strong one.

When Prof. Alonzo Myers of New York University made his 1957 survey "The Extent and the Nature of Needs for Higher Education in Madison and St. Clair Counties," there were 3103 teaching positions. Now, nine years after the opening of a Southwestern Campus we find 4998 teaching positions in the two-county area, representing an increase of 1895 new public school teachers. Myers had predicted 4864 positions.

Other predictions made by him (Myers) are borne out in a study of Madison and St. Clair county teachers and administrators.

Progress Highly Notable

In Madison county in 1957 there were 1833 teaching positions, 273 of them without degrees, 950 with bachelor's degrees, 405 with master's degrees and three with doctor's degrees. By 1966—a nine-year period—the progress is highly notable. There were 2622 teaching positions in Madison county in 1966, with the number of non-degree teachers dropping to 129, a total of 1664 with bachelor's degrees, 826 with Master's degrees, or more than twice the number of master-degree teachers in 1957, and still only three with doctor's degrees.

In St. Clair county in 1957 there were 1470 teachers, 335 without degrees, 752 with bachelor degrees, 382 with master degrees and one with a doctor's degree. By 1966, however, there were 2376 teaching positions, with the non-degree teachers down to 184, the bachelor degree teachers up to 1496—double the 1957 status—and 693 with master degrees, almost double the number of 1957 master degree teachers. There were three with doctor's degrees in 1966, compared to the one in 1957.

Since the Southwestern Campus opened, 615 teachers with bachelor's and master's degrees have been supplied for the two-county area. Fifteen percent of the teachers in the Madison county schools have earned either their bachelor's or master's degrees from the new campus. Twelve percent of the St. Clair county teachers have earned their bachelor's or master's degrees from the Southwestern Campus. Hundreds of other teachers have received additional undergraduate or graduate credits.

Was University Rule

A number of other teachers have done a large portion of their class work at Southwestern but received their advanced degrees at Carbondale because until 1963 this was a University regulation. Many teachers who needed certain required courses before entering other colleges and universities for graduate study have taken advantage of SIU's proximity.

The Southwestern campus has had a significant influence in upgrading the academic background of the teachers in the two-county area. In 1957 there were 608 non-degree teachers; in 1966 that figure was reduced to 313. Before the SIU facilities were made available in this area, only 1702 teachers held bachelor's degrees; by 1966 the number had increased to 3160. In 1957, 787



GEORGE WILKINS

teachers held master's degrees; today there are 1519.

According to Teacher Productivity—1965, published by the American Association of Colleges for Teacher Education, SIU is the third largest producer of teachers in the United States.

Must Increase Facilities

I predict that the schools in the Madison-St. Clair county area will need to increase their teaching faculties by about 15% each year. Presently the Southwestern campus of SIU is supplying

the schools with roughly one-half this amount. To prevent an in-grown faculty, the schools in this area should recruit the other half of their teachers from other colleges and universities.

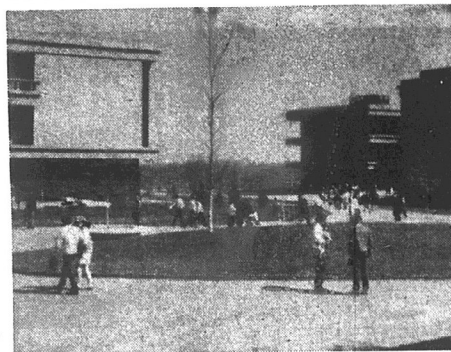
The impact of Southern Illinois University's campus is being reflected in the quality and training of teachers, not only in Madison and St. Clair counties, but in all of Southwestern Illinois and Metropolitan St. Louis. This influence will increase in the years to come.

Area Firm Praises SIU-SW IM Program

C. E. Blankenship of A. O. Smith Corp., Granite City, one of the outstanding participant firms in the Industrial Management program presented by Southern Illinois University-Southwestern campus, made this comment of the university's affect upon the Quad-City area:

"The Quad-Cities area has been influenced by the presence of Southern Illinois University long before the Southwestern campus became physically established. However, since the new campus has been established, its impact has been of considerable magnitude.

"Our Chamber of Commerce, industries and other community organizations take considerable



CAMPUS VIEW at Southern Illinois University-Southwestern shows portions of Lovejoy Library building at left and Peck Classroom building at right. Landscaped walkways connect all campus structures in 250-acre Academic Core.

pride in the new Edwardsville campus, and have begun to take more extensive advantages of the opportunities made available by the University.

"The future services that can be made available to our local communities are almost limitless. It now offers an opportunity for higher education to the young and old, the industrial employee, the shift worker, the refresher courses for those already holding degrees. (The Industrial Management and associate degree programs serve a definite need in this industrial compound.



ANDREW KOCHMAN, dean of the Fine Arts Division at SIU-SW, has announced classroom instruction in radio and television will parallel development of Broadcasting Services Programs.

Master of Science Degrees at SIU-SW May Exceed Those of Carbondale This Year

At an SIU commencement ceremony in 1971 or so, after all the other Southwestern Campus graduates have exercised their newly won rights and privileges, a solitary gowned figure will be summoned to the platform.

There he will be draped with a bright maroon-and-white lined hood, most likely edged with the light blue that is symbolic of education. He will be the first to get a doctor of philosophy degree from the Southwestern campus.

Modest though the event might seem from this distance in time, it will represent a significant milestone for the Graduate School at SIU-SW. Since producing its first master's degree in 1958 (even though the graduates officially took their degrees at Carbondale commencement until 1963), the program has advanced to the heavyweight division. It's getting heavier at the rate of an average 29 percent enrollment increase each year.

Base Broadened

All that growth has been vertical, since the only graduate degree available at Southwestern campus has been the Master of Science in Education. But the Graduate School's horizontal base was broadened last fall with the addition of full-fledged Master of Arts programs in English, mathematics and geography.

With its head start, proportionately large graduate faculty and instructional resources, Education will in all likelihood be the first area approved for doctoral degree work at Southwestern.

To appreciate what a rapid advance this has been, you can consider that SIU's Carbondale Campus—a teacher's normal school until the 40's—was in business more than 85 years before it was in a position to grant its first PhD.

Major Finishing School

At the rate it is producing now, the Southwestern Campus is be-

coming a major finishing school for working educators. Indications are that the number of master of science degrees from Southwestern will exceed Carbondale's this year.

Since 1958, SIU-SW has awarded 641 master degrees in education, most of them to teachers and administrators in the populous metropolitan area. For those graduates, the higher degree program has meant a close-to-home opportunity for academic advancement.

There were 1367 postgraduate students enrolled at Southwestern last spring and all but 10 percent of them were part-timers. For the big majority, graduate study means burning the candle of scholarship at both ends: a full day at the school or office, an early dinner, and a quick trip to night classes.

Lights Burned Late

The graduate class lights used to burn late at SIU's centers in East St. Louis and Alton, but starting last year all but science and technology courses were scheduled in the newly opened Southwestern campus. Opening of the Science Building last fall virtually completed the graduate program switchover to Southwestern.

The Master of Arts program was launched last fall with more than 150 students enrolled in the three new subject areas. About three-fourths of the master's candidates in geography were from the Air Force Aeronautical Chart and Information Center in St. Louis and 20 percent of the math majors commuted from McDonnell Aircraft Corp. English listed 65 admissions even before the fall term started.

More Offerings in Line

In line for certification soon are master's offerings in psychology, government, biological sciences, music and history. Proposals are forthcoming from anthropology and sociology, eco-

nomics, business administration, applied science and art.

Getting a graduate curriculum approved isn't as easy as falling off Mark Hopkin's log. It takes a detailed proposal from an academic department plus subsequent reviews by the all-University Graduate Council, a panel of expert consultants from the outside, the central administration, board of trustees and, finally, the Illinois Board of Higher Education. That body has the final say.

Since Graduate School requirements are identical at the Carbondale and Southwestern Campuses, students can arrange to start or finish a course of study at either one. The relationship has proved highly practical and some Carbondale departments will award a master's for course work done largely at SW campus.

Expect More Study Areas

Donald Myer, an Ohio State University product whose teaching field is zoology, is assistant dean for the graduate office at Southwestern, under Carbondale-based William Simeone. Myer thinks full flowering of the program isn't too far off. He expects 15 to 20 different areas of study to be added within a few years (compared to some 80 varieties of post-graduate study fields at Carbondale).

The exploding student population at the post-graduate level is a national phenomenon and there is no reason to doubt that SIU-SW won't experience it. No small part of the demand comes from big business, where the graduate degree has become almost a major requirement.

In Madison-St. Clair Counties and the St. Louis area itself there is strong demand for a master of business administration degree program at SIU-SW. "If we had that one we could enroll 100 people right now" Myer said.

SW Enrollment Pattern Widens

While most students at the Southwestern campus of Southern Illinois University come from a home-town area within some 60 miles of the school, the overall enrollment pattern continues to spread throughout the state.

The 1966-67 student body represented 65 of the 102 counties in Illinois, while Missouri, with 889 students enrolled, led a list of 23 states on the registration list. A total of 30 foreign students came from more than dozen foreign nations.

The pattern most certainly contrasts sharply with that of the original (1957) student body of the Alton and East St. Louis centers. A check of enrollment then showed 30 counties, four states and no foreign countries represented on the registration rolls. More than 90 percent of the students at that time lived within 35 miles of the centers.

Out-of-staters going to school at SIU-SW last school year came from Arizona, California, Colorado, Connecticut, Delaware, Georgia, Indiana, Kentucky, Kansas, Louisiana, Massachusetts, Michigan, Mississippi, Nebraska, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas and Missouri.

There were 48 Cook county students registered at Southwestern during the past year, which is a drop in the geographical bucket compared to the massive representations from Madison and St. Clair.

(Continued from Page 9)

SW Enrollment

encouraging developments in the housing picture.

John Rendleman, vice president for business affairs, announced that construction may begin this summer of 250 apartment units for married and graduate students. This type of housing is not in conflict with the Illinois Board of Higher Education which classifies Southwestern Campus as a commuter campus.

The Illinois Master Plan for Higher Education does not permit a commuter campus to build housing for undergraduate students under 21.

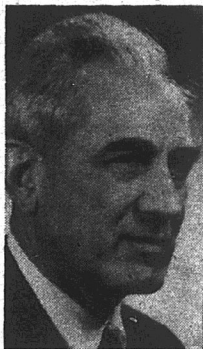
Apartment Units Projected

Meanwhile, it was announced by a land development corporation known as Edwardsville Southern Illinois Commonage that 870 acres facing the campus on Highway 157 will be developed for a projected population of 12,000 persons.

In addition to selling residential lots and providing space for a number of commercial enterprises, schools and churches, the firm sees prospects for development of some 550 apartment units and other facilities which could house students.

The experience of SIU's Carbondale campus dramatically demonstrates what student residence halls on and off campus can do to attract enrollment from a wide area.

Virtually every state and some



DELYTE W. MORRIS, president of Southern Illinois University, who will speak at a luncheon session during the Communications Workshop program at the Southwestern campus Monday, June 5.

60 foreign nations were represented in the 17,321 students enrolled there last fall, and Cook county at the northern tip of the state had by far the largest representation of Illinois counties.

The commuter nature of the Edwardsville campus to date is indicated in that 3508 of its 7563 students resided in Madison county and 2107 in St. Clair county.

SIU-SW's academic buildings front on a landscaped plaza set with 36,000 paving bricks.

Many Industrial Management Students Go On to Degrees

Many of the Industrial Management students of SIU's Southwestern campus come right off the shift into night classes. If shift workers have to miss some sessions they can take special assignments to complete at home for subsequent grading.

The staff is mostly on call; specialists who can be summoned by SIU's Division of Technical and Adult Education to teach certain courses. Examples are Roland Kluge, Dow Chemical industrial engineer; Ed Young, former Godfrey High School principal, and Edwardsville attorney James Struif who teaches labor law courses. Frank Mansfield of Belleville, a lawyer who was assistant plant manager at Dow when the program started, has been a call staff teacher from the beginning.

Study For Improvement

Although most of the IM students are in it to improve their capacities on the job, at least a third are zeroing in on advancements. And almost 15 per cent find that the program opens the door to full-fledged college work.

One former Laclede Steel engineer got his Industrial Management certificate and proceeded full-steam from there to go through Technical and Adult Education's two-year associate degree program in business management, and on to a bachelor's degree and, finally, a master's in education. Three mem-

bers of the Industrial Management class of '66 are now enrolled in the associate degree program.

Emery Casstevens, supervisor of Technical and Adult Education at the Edwardsville Campus, says the Industrial Management certificate has proved its dollar value time and again. In some layoff cases, it has meant immediate employment in another plant.

Some Pay All Cost

Some industries, like Laclede, will pay the whole cost for any employee who wants to improve himself through SIU training programs. Others, like Monsanto, pay in terms of company time and others provide a variety of reimbursement incentives.

While industry and employees both benefit, Casstevens feels that one of the major returns comes from the training program graduates who've found—after years away from school—that they can meet academic requirements. They are urged to keep at it and go for the degree.

Charlie Rule, married with three children and a new promotion, is one who wants to keep taking steps in education. "I'm more than pleased with the instruction, the cooperation between SIU's people and my company and what I got out of it. I'm definitely looking for another program."

SIU-SW Provides Top-Level Course In Cartography

Although a mere infant by normal academic growth standards, the geography department at Southern Illinois University's Southwestern Campus can claim VIP status in a field of speciality—cartography.

That's the science of making maps, and SIU-Southwestern offers a course concentration rated second only to the University of Washington at Seattle.

Geography is one of three new subjects added to the school's graduate program this fall and the department's experts in cartography are a main reason for its acceptance.

A majority of the graduate students admitted to the new program come from the Air Force's Aeronautical Chart and Information Center in St. Louis. Most of the employees there are geologists, many of them seeking advanced degrees.

The Air Force has consented to lend the SIU department \$40,000 worth of cartographic equipment for instructional purposes at its new location in the Southwestern Campus Science Building.

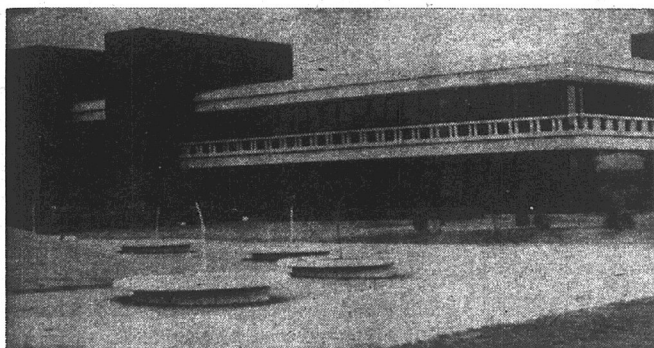
In addition, SIU will teach photogrammetry courses at the Cartography Center in St. Louis.

Main divisions of study, technology and social sciences at SIU-SW are business, education, fine arts, humanities and science.



MASTER PLAN OF 2600-acre Southwestern campus shows potential area development as final phases of campus construction are realized. Outline in center at lower part of drawing specifies boundaries of the 250-acre academic core. Other outlines on map show housing,

utility, recreation and other designated sections. Black sections within the academic core are presently constructed buildings. The above represents a current investment of \$35 million dollars. Another \$33 millions for new buildings and utility facilities already is budgeted.



LIVING ROOM of the Southwestern campus is the University Center, offering social, recreational and food service functions. It has broadened the base of campus unity for both students and faculty and permits a degree of social exchange which normally is difficult to reach on a commuter campus. University Center is the most recently completed building on the Southwestern campus, was dedicated in March.

University Center is 'Living Room' of SIU-Southwestern Campus Community Life

Newest building of the Southern Illinois University-Southwestern Campus complex is the University Center which opened its doors early in March to serve its vital function as the "living room" of the University's community life.

While it was the last to be constructed of the originally projected six buildings to make up the University core, its facilities are in no sense the least important.

It is designed to function as the hub of the University life and, as Robert W. Handy, director of the center, put it, it "can be compared to the family room in your own home."

"It is a place to relax, to meet and to study," Handy noted, adding that "every convenience that can be managed has been incorporated into the building."

Student Assessment Helps

The \$5 million dollar Center, providing 175,000 feet of floor space, is financed with a federal Housing and Home Finance Agency loan and from funds provided by a \$5 quarterly assessment against students. The assessment fund also is expected to finance construction of a 1500-capacity ballroom-auditorium.

The building offers cafeteria and dining room capacity for serving about 5500 persons. It houses bowling lanes, a browsing lounge, art gallery, barber shop and university store. There are patios, a sunken garden and areas for dancing and other student activities.

In addition to a coffee shop, cafeteria, snack bar and two lounges where food is served, there are eight other rooms that double as conference and dining rooms. Four of these rooms and the cafeteria are named for Indian tribes which occupied the area, and the other four are named Illinois, Missouri, Madison

County and St. Clair County.

Has Recreational Areas

Other recreational areas include a sun-deck and rooms for crafts, hobbies, billiards, table tennis, cards, chess and other games.

The Students Activities Center in the new building contains offices for the Student Senate, the campus newspaper, yearbook, University Center Board and other organizations.

A Campus Information Service is open during building hours, equipped with a paging system and offering campus maps, magazines, and tobacco and sundries. Campus tours can be arranged here.

Handy pointed out that the facility "provides for the services, conveniences and amenities the members of the University Community need in their daily life on the campus in getting to know and to understand one another through informal association out-

side the classroom.

'Laboratory' of Citizenship

"As the center of community life," he said, "it serves as a laboratory of citizenship, training students in social responsibility and for leadership in our society."

The three-story building is constructed of deep plum-colored brick, quartz aggregate, precast panels of concrete and vast expanses of tinted glass to harmonize with the other four buildings of the academic core of the 2600-acre University Site.

The University Center is the fifth building to be constructed, completing the first stage of construction at the SIU-SW campus. The Peck Classrooms building and the Lovejoy Library opened in the fall of 1965 and the Science Building in September, 1966. The new Communications Building, for which dedication ceremonies are announced in this issue, was placed in use last winter.

Continual Search Goes On For Talented Journalists

By Leon Drew

Vice-President, CBS Television Stations, and General Manager of KMOX-TV

Journalism's methods and economics may have changed drastically over the past twenty years, but unchanged is the continual search for talented journalists.

This is born out by today's classified columns in the business newspapers and industry publications, generally accepted as the barometer of opportunities available to the college graduate or those in search of change.

Certainly, no other country in the world provides such access to the many channels of communication, and at no time in the history of this country has there been such unlimited opportunity for the knowledgeable and ambitious job seekers.

The young "J" school graduate (man or woman) marketing his talent has wide selection among the more than 1700 daily newspapers, 9,000 weekly or semi-weekly newspapers, 4,000 radio stations, 1,600 FM stations, 570 television stations, 300 educational FM stations, 102 educational television stations, plus the entire field of periodicals and publications of the agricultural, religious, fraternal, technical, class, trade and labor market.

Also, there are advertising agencies, production companies, station and newspaper representatives, trade associations, colleges and universities, and even various branches of the government where job opportunities are open to the journalism graduate. Perhaps he or she also will function well as a writer in the employ of a manufacturer, retailer, bank, utility, hospital, or charitable organization.

Albeit, the most important consideration today is the more serious decision of the student to choose wisely the way in which he will spend his working life.

If his choice is television, where the need for the well-educated person with vision and ambition is seriously considered, it is worth noting that there have been mail-room boys who have swept them-



LEON DREW

selves to top positions; patience, experience, resourcefulness, intelligence, tact, and a liberal education course in news sense and hard work motivated the rise.

Pre-college youngsters, too, may condition themselves for the future—if they are considering a job in the field of journalism or communications—by seeking out a college with improved techniques where a basic liberal arts course will broaden vision, where it will increase depth of understanding, and where it will expand creative ability. Important, too, is the college where you will come in contact with all of the modern tools of your trade and be taught the latest in communications techniques.

Electronic journalism, as it has become known to use in television, has brought about a new dimension to news broadcasts. The technological advances, sometimes beyond comprehension, have altered the way we receive and transmit information; our world has shrunk in size, and every phase of our life has been affected. There are no limits to the uses of the new electronic aids: satellites, computers, and, tomorrow, lasers.

So, too, must your knowledge be advanced if you are to keep up with the accelerated pace of the print or broadcast media. Your rise to the top will be propelled if you have a thorough grasp of all the tools for the job.



ACADEMIC CORE OF 250 acres as it appears today, four years after the first shovel of dirt was turned to begin construction of the Southwestern Campus of Southern Illinois University. Sectional parking lots in aerial photograph show design of lower campus area, with the five present SIU buildings shown in upper

area of photo. The campus shown here represents investment of \$35 millions in constantly growing complex, with another \$33 million budgeted for second stage of construction. Building of new \$3.5 million offices and administration building has begun since this photograph was taken.

Pertinent Facts About SIU-SW

SIU-SW offers pre-professional training in engineering, medicine, dentistry, veterinary science, pharmacy, occupational therapy, but still does not have an adequate journalism course.

Approximately 350 acres of the SIU-SW campus has been earmarked for future student and staff housing units.